

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

Tourism Promotion – Erection of Andhra Pradesh Tourism Promotional Campaign at Rajiv Gandhi International Airport at Hyderabad by M/s. Laqshya Media Pvt., Ltd., Hyderabad for a period of three months from 01st November 2014 to 31st January 2015 – Sanction of an amount of Rs.1,12,92,180/- (Rupees One Crore Twelve Lakhs Ninety Two Thousand One Hundred and Eighty only) including taxes – Sanctioned – Orders – Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.RT.No. 690

Dated:25-11-2014

Read the following:

1. Letter from M/s. Laqshya Media Pvt., Ltd., Hyderabad Dated: 22-09-2014
2. Work Order Lr.No.3295/PMU/PRO/2014, Dated: 22-10-2014
3. Invoice No. LA/HYD628/2014-15 Dated: 29-10-2014 from M/s. Laqshya Media Pvt., Ltd., Hyderabad.

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ORDER:

In the reference 1st read above, G.O. 1st read above, M/s. Laqshya Media Pvt., Ltd., Hyderabad has submitted a proposal requesting the Government for extension of Andhra Pradesh Tourism Promotional Campaign at Rajiv Gandhi International Airport, Hyderabad for a period of three months from 01st November 2014 to 31st January 2015

2. In the reference 2nd read above, the Government has issued work order to the agency by extending the existing campaign of Andhra Pradesh Tourism Promotional Campaign at Rajiv Gandhi International Airport, for a period of three months from 01st November 2014 to 31st January 2015 at a total amount not exceeding Rs.1,12,92,180/- (Rupees One Crore Twelve Lakhs Ninety Two Thousand One Hundred and Eighty only) including taxes.

3. In the reference 3rd read above, M/s. Laqshya Media Pvt., Ltd., Hyderabad has submitted bills and requested the Government for release of 80% payment as advance towards Andhra Pradesh Tourism Promotional Campaign at Rajiv Gandhi International Airport, Hyderabad for a period of three months from 01st November 2014 to 31st January 2015 amounting to Rs. 90,33,744/- (Rupees Ninety Lakhs Thirty Three Thousand Seven Hundred and Forty Four Only) including taxes.

4. Government, after careful examination of the matter, hereby, accord sanction for an amount of Rs.1,12,92,180/- (Rupees One Crore Twelve Lakhs Ninety Two Thousand One Hundred and Eighty only) including taxes and release an amount Rs. 90,33,744/- (Rupees Ninety Lakhs Thirty Three Thousand Seven Hundred and Forty Four Only) including taxes towards 80% payment Andhra Pradesh Tourism Promotional Campaign at Rajiv Gandhi International Airport, Hyderabad for a period of three months from 01st November 2014 to 31st January 2015 by M/s. Laqshya Media Pvt., Ltd., Hyderabad and submit remaining bills for 20% payment upon completion of the above mentioned campaign.

5. The amount sanctioned at Para 4 above shall be debited to the following Head of Account:
“ 3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN,GH 11- Normal State Plan - (13) Advertisement for Promotion of Tourism – 260 – Advertisement, Sales and Publicity - Expenses”

6. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at Para 4 above, in favour of M/s. Laqshya Media Pvt., Ltd., Hyderabad through on line. The details of Bank account is as follows:-

Account Name	: M/s. Laqshya Media Pvt., Ltd., Hyderabad
Account No	:004010203161782
Name of the Bank	:AXIS BANK LIMITED
Branch	: MUMBAI FORT
IFSC Code	:UTIB0000004

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**CHANDANA KHAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT (T)**

**To
M/s. Laqshya Media Pvt., Ltd., Hyderabad
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad**

Copy to:

**The YAT & C (PMU- Claims) Department.
SF/SCs.**

//Forwarded:: By Order//

SECTION OFFICER